

國小學童電視識讀課程 教學實驗成效分析

The Study of Television Literacy Program on
Elementary School Children

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摘要

本研究的主要目的在於設計、執行、評鑑一套以國小高年級兒童為對象的「電視識讀」教學課程。此套實驗教學課程內容係參考國內、外相關文獻，以六大範疇(電視機構、電視節目類別、電視科技、電視語言、電視觀眾、電視再現)為主要架構，再將此六大範疇分別於十個單元講授，課程總計為八百分鐘。以台南市一所國小四年級學童為對象的實驗教學結果顯示，實驗組兒童在電視識讀問卷以及影片觀看實作表現上均優於控制組。

關鍵詞：電視識讀、媒體教育、國小兒童

ABSTRACT

The purpose of this study is to design, implement and evaluate a television literacy program on 4th grade children. The program contains 6 categories which were divided into 10 sessions and extended for 800 minutes to teach across 9 weeks.

Using a pretest-posttest nonequivalent-control-group design, the results showed that the experimental group did produce higher scores both on their television literacy questionnaires and performance assessment of film viewing.

Keywords: television literacy, media education, elementary school children